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16569 U.S.PTO

PTO/SB/05 (08-00)

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**UTILITY
PATENT APPLICATION
TRANSMITTAL**
(Only for new nonprovisional applications under 37 C.F.R. § 1.53(b))

APPLICATION ELEMENTS
See MPEP chapter 600 concerning utility patent application contents.

1. *Fee Transmittal Form (e.g. PTO/SB/17)
(Submit an original and a duplicate for fee processing)
2. Applicant claims small entity status. (See 37 CFR 1.27)
3. Specification Total Pages (21)
(preferred arrangement set forth below)
 - Descriptive title of the invention
 - Cross References to Related Applications
 - Statement Regarding Fed sponsored R & D
 - Reference to Microfiche Appendix
 - Background of the Invention
 - Brief Summary of the Invention
 - Brief Description of the Drawings (if filed)
 - Detailed Description
 - Claim(s)
 - Abstract of the Disclosure
4. Drawing(s) (35 U.S.C. 113) Total Sheets (8)
5. Oath or Declaration
 - a. Newly executed (original or copy)
 - b. Copy from a prior application (37 C.F.R. § 1.63(d))
 - i. **DELETION OF INVENTOR(S)**
Signed statement attached deleting inventor(s) named in the prior application, see 37 C.F.R. §§ 1.63(d)(2) and 1.33(b).
6. Application Data Sheet. See 37 CFR 1.76

Attorney Docket No.	60021-379401
First Inventor	Stephen Dull
Title	BRAND VALUE MANAGEMENT
Express Mail Label No.	EV 256131095 US
MS Patent Application Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450	

7. CD-ROM or CD-R in duplicate, large table or Computer Program (Appendix)
8. Nucleotide and/or Amino Acid Sequence Submission
(If applicable, all necessary)
 - a. Computer Readable Copy
 - b. Specification Sequence Listing on:
 - i. CD-ROM or CD-R (2 copies); or
 - ii. Paper
 - c. Statements verifying identity of above copies

ACCOMPANYING APPLICATION PARTS

9. Assignment Papers (cover sheet & document(s))
10. 37 C.F.R. § 3.73(b) Statement Power of (when there is an assignee) Attorney
11. English Translation Document (if applicable)
12. Information Disclosure Copies of IDS Statement (IDS)/PTO-1449 Citations
13. Preliminary Amendment
14. Return Receipt Postcard (MPEP 503)
(Should be specifically itemized)
15. Certified Copy of Priority Document(s)
(if foreign priority is claimed)
16. Other: _____

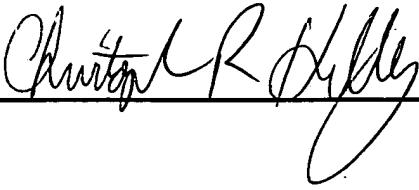
17. If a CONTINUING APPLICATION, check appropriate box, and supply the requisite information below and in a preliminary amendment, or in an Application Data Sheets under 37 CFR 1.76:

Continuation Divisional Continuation-in-part (CIP) of prior application no.: _____
Prior application information: Examiner: _____ Group / Art Unit: _____

For CONTINUATION or DIVISIONAL only: The entire disclosure of the prior application, from which an oath or declaration is supplied under Box 5b, is considered a part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference. The incorporation can only be relied upon when a portion has been inadvertently omitted from the submitted application parts.

18. CORRESPONDENCE ADDRESS

<input checked="" type="checkbox"/> Customer No. or Bar Code Label	29838	or <input type="checkbox"/> Correspondence address below (insert Customer No. or Attach bar code label here)
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Address	Oppenheimer Wolff & Donnelly LLP 45 South Seventh Street, Suite 3300				
City	Minneapolis	State	Minnesota	Zip Code	55402-1609
Country	US	Telephone	612.607.7386	Fax	612.607.7100
Name (Print/Type)	Christopher R. Hilberg	Registration No. (Attorney/Agent)			48,740
Signature				Date	March 19, 2004

FEE TRANSMITTAL

for FY 2004

Patent fees are subject to annual revision.

Applicant Claims Small Entity

TOTAL AMOUNT OF PAYMENT \$1,136.00

Complete if Known			
Application Number			
Filing Date			Herewith
First Named Inventor			Stephen Dull
Examiner Name			
Group Art Unit			
Attorney Docket No.:	60021-341701		

METHOD OF PAYMENT

1. Authorized to charge indicated fees or credit

Deposit Acct No. 50-1901
 Name: Oppenheimer Wolff & Donnelly LLP

Charge Any Add'l Fee Required
 Under 37 CFR 1.16 and 1.17

2. Payment Enclosed:
 Check Credit

FEE CALCULATION

1. BASIC FILING FEE

Large	Small	Fee description	Fee Paid
Fee	Fee		
770	385	Utility filing fee	\$770.00
340	170	Design filing fee	
530	265	Plant filing fee	
770	385	Reissue filing fee	
160	80	Provisional filing fee	
SUBTOTAL (1)			\$770.00

2. EXTRA CLAIM FEES

		Extra	Fee	Fee Paid
		Claims		
Claims	26 - 20	6	18/9	\$108.00
Ind. Claims	6 - 3 =	3	86/43	\$258.00
	Multiple Dependent		290/145	

Large	Small	
Entity	Entity	
Fee	Fee	<u>Fee Description</u>
(\$)	(\$)	
18	9	Claims in excess of 20
86	43	Independent claims in excess of 3
290	145	Multiple dependent claim
86	43	** Reissue independent claims over original patent
18	9	** Reissue claims in excess of 20 and over original patent
SUBTOTAL (2)		\$366.00

**or number previously paid, if great; For Reissues, see above

FEE CALCULATION (continued)			
3. ADDITIONAL FEES			
Large	Small		
Entity	Entity		
Fee Code	Fee Code	Fee (\$)	Fee Description
1051	130	2051	65 Surcharge - late filing fee or oath
1052	50	2052	25 Surcharge - late provisional filing fee or cover sheet
1053	130	1053	130 Non-English specification
1812	2,520	1812	2,520 Filing a request for ex parte reexamination
1804	920*	1804	920* Requesting publication of SIR prior to Examiner action
1805	1,840*	1805	1840* Requesting publication of SIR after Examiner action
1251	110	2251	55 Extension for reply within first month
1252	420	2252	210 Extension for reply within second month
1253	950	2253	475 Extension for reply within third month
1254	1,480	2254	740 Extension for reply within fourth month
1255	2,010	2255	1,005 Extension for reply within fifth month
1401	330	2401	165 Notice of Appeal
1402	330	2402	165 Filing a brief in support of an appeal
1403	290	2403	145 Request for oral hearing
1451	1,510	1451	1,510 Petition to institute a public use proceeding
1452	110	2452	55 Petition to revive - unavoidable
1453	1,330	2453	665 Petition to revive - unintentional
1501	1,330	2501	665 Utility issue fee (or reissue)
1502	480	2502	240 Design issue fee
1503	640	2503	320 Plant issue fee
1460	130	1460	130 Petitions to the Commissioner
1807	130	1807	130 Processing fee under 37 CFR 1.17(q)
1806	180	1806	180 Submission of Information Disclosure Stmt
8021	40	8021	40 Recording each patent assignment per property (times number of properties)
1809	770	2809	385 Filing a submission after final rejection (37 CFR 1.129(a))
1810	770	2810	385 For each additional invention to be examined (37 CFR 1.129(b))
1801	770	2801	385 Request for Continued Examination (RCE)
1802	900	1802	900 Request for expedited examination of a design application
Other fee (specify) _____			
*Reduced by Basic Filing Fee			SUBTOTAL (3) \$0.00

SUBMITTED BY			Complete (if applicable)
Name	Chris Hilberg	Registration No.: 48,740	Telephone: (612) 607-7386
Signature		Date:	March 19, 2004

UTILITY PATENT
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Stephen Dull
Ser. No. :
Filed : Herewith
Title : BRAND VALUE MANAGEMENT
Docket No : 60021-379401

CERTIFICATE OF EXPRESS MAIL

EXPRESS MAIL Mailing Label Number: EV 256131095 US
Date of Deposit: March 19, 2004

I hereby certify that these papers and fee(s) are being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and are addressed to the Mail Stop Patent Application, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Paper(s) Enclosed:

- Certificate of Express Mail
- Postcard
- Executed Declaration
- Patent Application, including Specification (15 pgs.), claims (5 pgs.), and abstract (1 pg.)
- Eight sheets of informal drawings
- Application Data Sheet

By: Ann Pommier
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